



Board Members

Diana S. Dooley, Chair
Kimberly Belshé Paul Fearer
Susan Kennedy Robert Ross, MD

Executive Director

Peter V. Lee

AGENDA

**Marketing, Outreach and Enrollment Assistance
Advisory Workgroup
Meeting and Webinar
Thursday, September 12, 2013
1 p.m. – 4 p.m.**

**Covered California – Yosemite and Lassen Conference Rooms
560 J Street, Suite 290
Sacramento, CA 95814**

To attend the webinar, go to <https://attendee.gotowebinar.com/register/2257266938332330240>.

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| I. Welcome (Led by Frank Gilliam) | 5 min. |
| II. Executive Director’s Report (Led by Peter V. Lee) | 10 min. |
| III. Marketing, Sales, and Lead Generation Strategy
(Led by Ken Wood & Colleen Stevens) | 60 min. |
| IV. Collateral Update (Led by Oscar Hidalgo) | 30 min. |
| V. Eligibility and Enrollment Update (Led by Sarah Soto-Taylor) | 60 min. |
| VI. Public Comment | 15 min. |

Send public comments to outreach@covered.ca.gov